

# Parkergrams

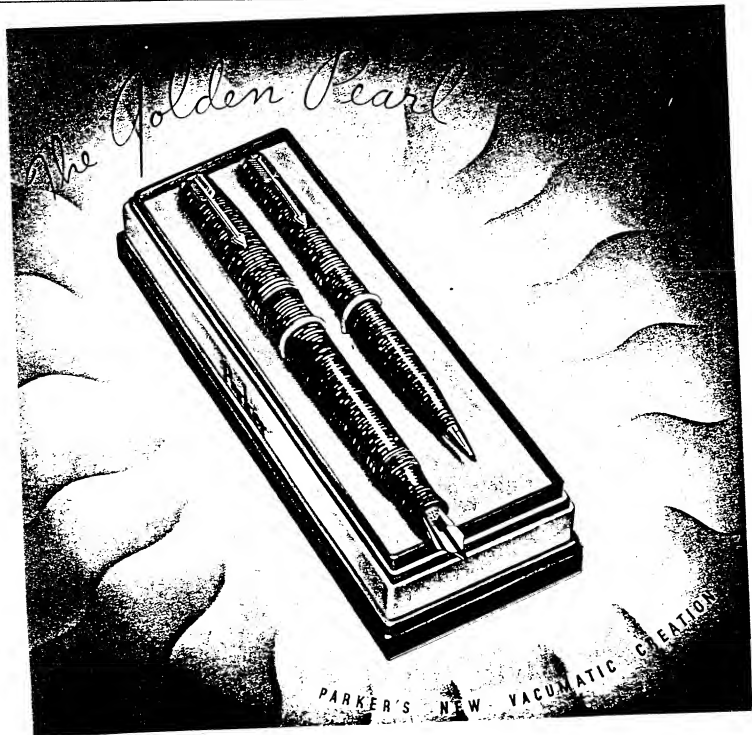
Published by the  
Sales Promotion Department

The Parker Pen Company  
Janesville, Wisconsin

March 18

1936

Number 1



PARKER'S NEW VACUMATIC CREATION





TIME SAYS:  
"THE PARKER PEN CO. IS NO. 1  
IN THE (PEN) INDUSTRY.."

—Editor

## SALES OPPORTUNITIES FOR PARKER PENS

59 Million Sac-Type Pens Now Obsolete by  
the Parker Vacumatic



(over 14 years of age)

Who Enter Your Store Do NOT Own An Advertised Pen



27,000,000 Own No<sup>o</sup> Pen  
10,000,000 Own Non-Standard Pens

46. 1. Life Insurance Tables Available with 1935 Census from the Weekly Survey



7,057,736 Students (above Elementary Grades) Do Not Own An

ADVERTISED Fountain Pen

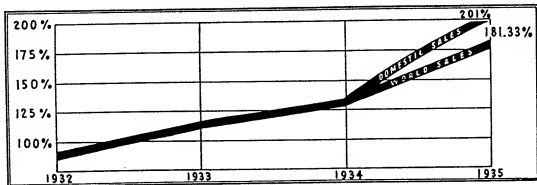
18,000,000 own either own no pen or have a Non-Standard<sup>o</sup> pen

See Parker Pen Co. for Advertising Rates

## HAS THE PEN BUSINESS COME BACK? *And are you back in the pen business*

### 5-YEAR RECORD OF PARKER SALES All Made Through Retail Stores Like Yours

(\* BASED ON AUDIT OF ARTHUR ANDERSEN & CO., C.P.A.)



(\*1935 Parker estimate based on domestic sales for first 10 months.)

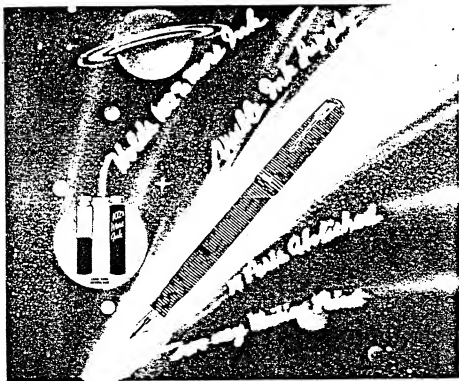
IF YOUR PEN BUSINESS HAS NOT INCREASED IN THIS RATIO—

—EITHER YOU ARE NOT PUSHING THE RIGHT LINE

—OR YOU ARE NOT PUSHING THE PARKER LINE RIGHT

—OR YOU ARE UNAWARE OF THE PROFITS TO BE MADE BY DEVELOPING A PARKER PEN DEPARTMENT IN YOUR STORE.

FOR REMEMBER—ALL THESE PARKER SALES WERE MADE BY RETAIL STORES LIKE YOURS.



## NOW WITH NEARLY 4 YEARS' CONSTANT USE BEHIND IT,

The Parker Vacumatic is the only sacless pen that has proved its mechanical perfection to hundreds of thousands of writers.

- 1 GUARANTEED MECHANICALLY PERFECT
- 2 102% GREATER INK CAPACITY
- 3 VISIBLE INK SUPPLY, IN A BARREL THAT MATCHES THE CAP TO PERFECTION.
- 4 Patented, Exclusive LAMINATED PEARL STYLE.
- 5 SCRATCH-PROOF, REVERSIBLE, TWO-WAY WRITING POINT of precious Platinum combined with 14 K Gold, Iridium Tipped.
- 6 NEW AIR-LINE DESIGN in a BALANCED, NON-BREAKABLE BARREL.
- 7 Multiple-Stroke, LONG-LIVED DIAPHRAGM FILLER eliminates old-time Single-Stroke, Squirt-Gun Piston Pump, Packing, Valves, etc. Hence a PERMANENTLY POSITIVE filler, and a FERMA-tently LEAKPROOF Pen. Seven or eight swallows and it's full—easier than drinking a glass of water—three or four times as quick as winding your watch.
- 8 BREATHER TUBE which equalizes air pressure inside and outside.
- 9 SAFETY-SEALED, LEAKPROOF OUTER CAP AND BARREL, REQUIRING NO SPECIAL SHUT-OFF, TRIPLE THREADED TO HOLD SECURELY.
- 10 SMART, DISTINCTIVE, REMOVABLE AND ADJUSTABLE AIR-ROW CLIP.
- 11 CLIP POSITIONED to Permit Pen to Set LOW in the POCKET.
- 12 SUPERFINE WORKMANSHIP AND MATERIALS—JEWELRY FINISH—ALL PARTS HIGH LUSTRE.
- 13 GOLD CLIPS, BANDS and RINGS OF ROLLED GOLD—NON-TARNISHABLE.
- 14 AUTOMATIC FEED—NO INK LOCK—NO FLOODING.
- 15 FILLING MECHANISM: ONE UNIT ASSEMBLY, EASILY REMOVED IF SERVICE EVER REQUIRED.
- 16 Aluminum plunger, chemically treated, and key lock of stainless steel to prevent corrosion.
- 17 Aluminum screw parts and coupling aluminized and chromated to prevent corrosion.
- 18 Metal threaded insert in blind cap makes it non-shrinkable—eliminates thread wear.

**Parker**  
**VACUMATIC**





## Says CARL PFANSTIEHL\*

NOTED AUTHORITY ON METALLURGY  
AND PHYSICAL CHEMISTRY:

"No one has successfully developed a 'squeeze-fit' packing which effectually resists the corrosive action of ink in fountain pens."

\*Dr. Carl Pfanstiehl was one of the first scientists to produce tungsten—was a pioneer in radio—was also one of the earliest researchers in amino acids and rare sugars—produced sugars used in the discovery of insulin treatment for diabetes, and as head of the Pfanstiehl Chemical Company, still does.

## GUARANTEED MECHANICALLY PERFECT

*the only sacless pen that can say this  
and deliver !*

Why is the Parker Vacumatic the first sacless pen to perform successfully in the hands of thousands of users? To speedily become the largest selling pen in the world at \$5 and higher?

Why was it that Parker refused many sacless pen patents—manufactured only sac-type pens for 42 years—although 250 sacless pens were invented before the Vacumatic?

The answers to these questions are the same. Geo. S. Parker knew—as all pen experts still know—that sacless pens containing piston pumps have never been known to stand up in service for any substantial period. The Vacumatic has no piston pump or valve.

After 5 years of engineering and experiment, he proved that the Vacumatic does stand up. Then, and only then, did he make it his major product, and release this miracle invention to a long-waiting world.

Other standard pen makers who had previously avoided sacless pens for the same reasons Parker did, then resurrected the old, discarded ideas and brought them forth.

The time has now come for Parker to show the retailer why he is assured of success with the Vacumatic, but can hope for little PERMANENT success from the old-time pen failures now dressed in a new garb by their new foster fathers.

# The Only Sacless Pen Proved, Warranted, and Guaranteed by Good Housekeeping Magazine

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## GOOD HOUSEKEEPING

57<sup>th</sup> STREET AT EIGHTH AVENUE, NEW YORK

OFFICE OF THE  
BUSINESS MANAGER

February 11th, 1936.

The Parker Pen Company,  
Janesville, Wisconsin.

Gentlemen:

In accepting the advertising of Parker Vacumatic Pens for Good Housekeeping, we are pleased to report that after a very thorough investigation on the part of our engineering department, we find that all of your claims are substantiated. Hence we have no hesitancy in warranting, or underwriting, all claims you make for the Parker Vacumatic in Good Housekeeping.

In tests for leaking and flooding, due to increased air pressure in a pen barrel caused by the warmth of the writer's hand, we find that the Parker Vacumatic withstands an increase of from 25% to 100% more than the four makes of sacless pens ranking next.

This confirms tests made by The Miner Laboratories in which it was found that your ink control excels that of all other sacless pens tested, with and without breather tubes.

Due to the fact that your Breather Tube permits air to enter the barrel as well as to escape, suction, or ink-lock (failure to flow) is eliminated; except, of course, when the pen is being filled and the feed is immersed in ink.

Having no piston pump, valves, or packing, your pen is not exposed to any hazards of leakage in this direction, either now or during its lifetime. Your simple, ingenious diaphragm filler is positive in its filling action. Being anchored and sealed in the top of the pen, it removes any possibility of leakage here.

The safety seal formed by the perfect contact of your outer cap with the nozzle, prevents leakage when the pen is not in use, without requiring the aid of any special throttle or stop-cock.

Our technical department also checked your ink capacity, visible ink supply feature, 2-way writing point, clips, bands, one-unit filling assembly, - your complete structure, workmanship, methods, and materials. This necessitated not only the checking of testing in independent laboratories but also the sending of one of our technicians to your factory in Janesville, Wis.

In view of our investigations which substantiate the excellence of the Parker Vacumatic, we are glad to grant you the privilege of stating publicly that we guarantee all claims made in your advertising in Good Housekeeping Magazine.

Sincerely yours,

Warren C. Agry  
Rh



# HERE ARE THE Profits YOU CAN MAKE

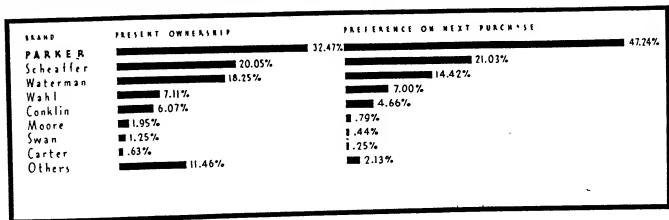
Here's *HOW* you can make them ---- the  
*LINE* you can make them with

## First: SALABILITY

The Public Has Returned To The Pen Market, AND Every Reliable And Independent Pen Census Proves PARKER IS OWNED BY 61% MORE PEOPLE THAN ANY OTHER

STANDARD BRAND, AND PREFERRED BY MORE PEOPLE THAN ALL OF THEM COMBINED!

A Convincing Example: The Recording and Statistical Corp. Which Took A Pen Poll And Census Among Saturday Evening Post Readers Located In Every State, Certifies This Result:



## THE PEN THAT WILL MAKE MONEY FOR RURAL DEALERS, TOO as disclosed by the magazine "Country Gentlemen"

"Country Gentleman" Recently Made a Searching Analysis Among a Group of Subscribers and Pen Dealers in a Typical Rural Community—An Entire County. 79% of the Population Here Was Rural and Farm.



### RESULTS:

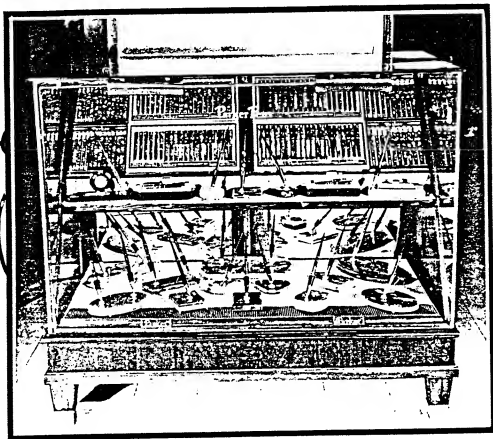
- (1) 82 rural and farm homes interviewed owned 141 pens.
- (2) 42 (or about 30%) owned PARKER; 13 Schaeffer, 10 Waterman, 6 Conklin, 2 Wahl.
- (3) 40% of these pens cost \$5.00 or more.
- (4) About 20% of families indicated they will or may buy a new pen in the next 6 months.
- (5) Of those who expressed a pen preference, 50% named PARKER as their choice.
- (6) The majority of purchasers of new pens indicated they will buy the better grade.



### HOW TO LOSE MONEY IN THE PEN BUSINESS AS REVEALED BY THIS SAME SURVEY

1. CARRY TOO MANY BRANDS. (19 stores called on by "Country Gentlemen" had 23 brands of pens, while 50% of the people named PARKER as their preference.)
2. Sell DOWN instead of UP—(Only 12 of the 19 dealers carried pens from \$5 up, while 40% of the customers buy pens in the upper price range.)
3. DISCOURAGE PEN CUSTOMERS from coming to your store—(Dealers with small cheap stocks reported business was poor, while dealers with larger and higher priced pen stocks reported increasing business.)





Parker's actual shipments to retailers prove  
**4 OUT OF 10 CUSTOMERS NOW BUY SETS!**  
 2 of the other 6 who buy pens ONLY  
**CAN BE SOLD A PARKER PENCIL TO MATCH  
 OR A PARKER DESK BASE**

In addition to the above, another easy way to make 20% to 50% more profit, without even increasing the number of your sales, is as follows:

60% of the retailers' Parker profits come from pens and sets priced \$5 and over—40% come from sales under \$5. If you will do better than the average retailer—shift to the Parker Vacumatic—only 2 out of 10 customers who select pens or sets below \$5, you will make at least 20% more profit ON YOUR ENTIRE PARKER LINE, without even increasing the number of your customers.

And every additional customer will mean additional profit on top of this.

Here is a table that gives you the picture:

By **SELLING UP**  
 —by Selling Parker  
**VACUMATIC Pens and**  
 Sets to—

**YOU INCREASE  
 YOUR PROFITS  
 ON YOUR ENTIRE  
 PARKER LINE**

10% of your low-price customers .....	20%
15% of your low-price customers .....	30%
20% of your low-price customers .....	40%
25% of your low-price customers .....	50%
30% of your low-price customers .....	60%

Switch only 3 out of 12 sales of below \$5 up to \$5 or higher

**AND INCREASE YOUR PROFITS 50%**

Stock Parker in the RIGHT proportion to make the MOST money. The average is 60% Vacumatic. Let YOUR VACUMATIC purchases in dollars be 80% or more.

THE LARGEST ADVERTISER IN THE PEN INDUSTRY IN 1935—YET PARKER SCHEDULES A 25% INCREASE THIS YEAR THAT WILL SEND EVEN MORE PEN CUSTOMERS TO YOUR STORE!

144 NEWSPAPERS and 10 GREAT NATIONAL MAGAZINES will sell door to door for every Parker dealer right in his own trade area.

For the past twelve years Parker advertising has amounted to  $\frac{1}{2}$  of the total expended by all pen companies, and the National Pen Census reveals Parker Pens were sold almost in direct ratio to this advertising.

Parker has also been the largest pen advertiser in college publications for 13 years straight. Every census of the college market shows Parker practically a 2-to-1 favorite.

AS ADVERTISING GOES, SO GO  
PEN SALES



Total Native White Families in U.S. .... 21 MILLION  
 Combined Circulation of Parker NATIONAL MAGAZINE and LOCAL NEWSPAPER and COLLEGE PAPER Advertising ... 42 MILLION  
 Distributing More Than 100 MILLION PARKER ADVERTISEMENTS  
 MOSTLY FULL PAGES AND HALF PAGES  
 And More Than 50% of them IN 4 COLORS



# Impartial Retailers Often Remark That Parker Supplies Them With MORE and BETTER SELLING DISPLAYS than any other pen manufacturer

EXAMPLE in the East: On invitation of the Boston Stationers' Convention last October, 121 Manufacturers Set Up Their Latest Display Material. Said the Main Speaker (Gen'l. Mgr. of one of America's most famous Department Stores):

"The Display Which particularly answers all the requirements of an attractive window is Parker's. The Copy is good—has pulling power—and is undoubtedly responsible for promoting such a satisfactory stock turnover."

Parker's was the ONLY display mentioned. EXAMPLE in the West: Stationery Dept. of Meier Frank & Co., Portland, Ore., was charged \$60 a day by the store management for use of window for Parker display. It was left in 7 days—total charge, \$420. AND THE WINDOW PAID A PROFIT!

Ask our representative about the "Miracle Display" No. 974-A; Finger Motion Display No. 949; World Display No. 960—large, or 960½ small—Or write our Advertising Department direct for information.

Is A  
30 Million Dollar  
Business  
Worth Sharing?

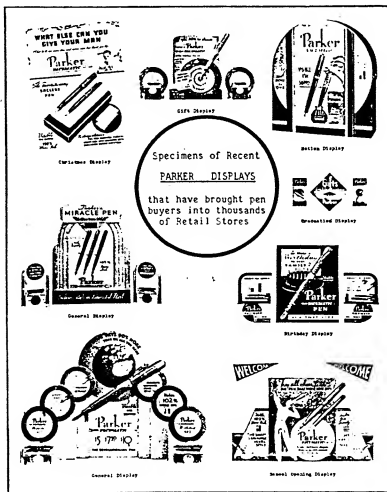
The U. S. retail sales in 1935 of fountain pens, mechanical pencils, desk sets, writing inks, and leads amounted approximately to \$28,000,000. RETAIL SALES FOR 1936 ARE FORECAST AT \$30,000,000.

Considering the large number of retailers in many other merchandise lines, the number of pen retailers is comparatively few.

This means a big, profitable business for those who affiliate with the biggest, most profitable line.

## THE SUM TOTAL

- The Parker Vacumatis is the only MECHANICALLY PERFECT and PERMANENTLY Successful Type of Saclers Pen.
- Parker Pens are the EASIEST to Sell and the Hardest to Sell Against, because they are preferred by more people than all other standard brands combined.
- That's why Parker is, as TIME says, THE NO. 1 PEN COMPANY.
- Parker's Non-Jobbing Policy on Advertised Pens is the dealer's best PRICE-PROTECTION.
- Parker offers a GENEROUS DISCOUNT and a turn-over 61% to 1000% faster than any other pen line—hence PROFITS in proportion.
- Parker offers the ONLY Desk Pen with Visible Ink Supply—the ONLY Stock Pen CONVERTIBLE FROM POCKET TO DESK SET STYLE.
- Parker ADVERTISING and Parker DISPLAY SERVICE are the Largest, Most Effective, and Most Continuous Every Year and All Year Round.
- Pens pay more profit per sale than dozens of other articles you feature, require less time and expense in selling, and occupy less space.
- The Pen business has come back and retailers who are doing the bulk of it are doing it ON THE PARKER LINE.





## THIS \$5.00 FLASHER DISPLAY FREE

Magic Quink Flasher Display No. 981—lithographed in seven beautiful colors, with flasher cord. When light flashes "on", bottles light in brilliant Quink colors, and the words "The Modern" mysteriously appear, with red arrow pointing to letters "i-n-k" in the word Quink. An amazingly clever eye-arresting effect. Size: 13" wide, 14 1/2" high, 12" deep. Shipping weight, packed in carton, 2 1/2 lbs.

## Demand and Sales Doubled in 2 Years

Parker Quink is the fastest growing ink in America because **IT DOES WHAT NO OTHER INK CAN DO**—it cleans a pen as it writes—a Parker or any OTHER pen. This is due to a secret ingredient that dissolves sediment left in pens by ordinary ink. Quink dries ON PAPER 31% faster than average, yet does NOT dry in a pen!

Now—for 1936—here's a brand new \$5 FLASHER display that will increase your ink sales as much or MORE than the Quink display we offered last year. And that one doubled and trebled sales—increases for some were as much as 500 per cent.

This new flasher is yours Free with either a 100 lb. shipment direct from factory—billed less 50% discount or with a six dozen shipment ordered from your wholesaler.

## Advertised? and How! Nationally-Sectionally-Locally

175 MILLION MORE QUINK ADS  
TO BE CIRCULATED IN 1936!

A million and a quarter people received Quink samples last year alone, and MOST OF THEM TOOK THE TROUBLE TO SIT DOWN AND WRITE PARKER REQUESTING IT, after reading Quink advertising.

This does not count the MANY millions who have gone directly to stores like yours and purchased Quink without troubling to send for a sample.

They are entering or passing your store daily. Set up this beautiful, effective new Quink Flasher Display, and see how quickly they will start ordering from you.

### QUINK ENDS YEARS OF SEARCH BY DR. IRVING LANGMUIR

Dr. Irving Langmuir, Assistant Director of Research for General Electric Company. Best known contribution to public welfare was the perfection of the incandescent lamp—awarded Noble prize for work in surface chemistry—among other awards, the most important are: Nicholse Medal; Hughes Medal; Rumford Medal; Cannizzaro prize; Parkin Medal; Willard Gibbs Medal. He writes:

"A few months ago after seeing your advertisements, I purchased a small bottle of Blue-Black Permanent Quink.

"For years I have been endeavoring to buy a good quality waterproof, permanent ink for fountain pens. I have been impressed by the fact that none of the much advertised brands is nearly as satisfactory as inks I used to get twenty years ago.

"I was much pleased to find that Parker's Quink (permanent) is far superior to government specifications for ink in flowing quality, in quickness of drying, and freedom from formation of deposit in the bottle. It is thoroughly satisfactory in regard to water-proofness and permanency."

### 1936 QUINK ADVERTISING APPEARS IN

Good Housekeeping  
The Saturday Evening Post  
Time  
Cosmopolitan  
Redbook  
New Yorker  
American Weekly  
This Week  
Associated Sunday Newspapers  
143 Newspapers  
218 College Papers

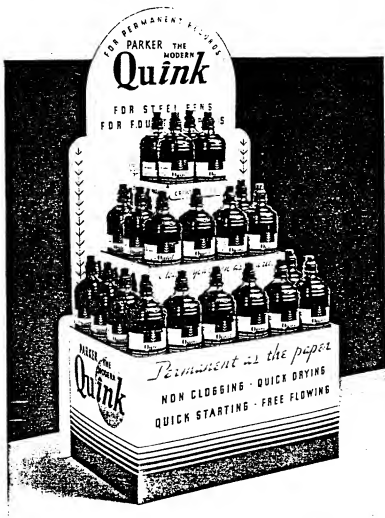


### HERE'S the WAY the MONEY GOES



AS SHOWN BY THE NATIONAL INK CENSUS MADE BY THE RECORDING & STATISTICAL CORP.

**\$7.50 to \$30.00 EXTRA PROFIT and MASTER DISPLAY FREE**



There is no joker in this offer—It is our way of introducing Quink in commercial sizes to all Parker dealers—and doing it quickly—We must have distribution this month to be ready for the nation-wide advertising.

The Master Display—in colors and just the right size—entirely new—the first and only floor or window display for ink in pints and quarts is absolutely FREE.

And you get:

Free 6 quarts or \$ 7.50 extra profit with an order for 3 dozen quarts

Free 12 quarts or \$15.00 extra profit with an order for 6 dozen quarts

Free 24 quarts or \$30.00 extra profit with an order for 12 dozen quarts

We pay the Freight.

Quink—the modern ink—

First for Permanent Records

First for Steel Pens

First for Fountain Pens.

**LABORATORY BREAKDOWN TEST OF STANDARD INKS to demonstrate Color, Resistance to Water and Smudging.**

Samples of Writing Were Allowed to Dry 15 Minutes, Then Submerged in Water for 24 Hours

You cannot build a PERMANENT commercial ink business unless you give your customers a PERMANENT Commercial Ink.

<i>Parker Blue Black</i>	<i>Parker Blue Black</i>
<i>Waltham Blue Black</i>	<i>Waltham Blue Black</i>
<i>Carter Blue Black</i>	<i>Carter Blue Black</i>
<i>Langston</i>	<i>Langston</i>
<i>Sheaffer</i>	<i>Sheaffer</i>

Before Submersion      After 24 hour Submersion      Before Submersion      After 24 hour Submersion

**PERMANENT QUINK LASTS AS LONG AS THE PAPER**

# FREE Newspaper Cuts and Electros

Please Order by Number

These ads are prepared by the same high-priced experts who prepare our national advertisements. Dealers who use them report excellent results. TRY THEM.

## A COLLEGE PROFESSOR

### Invented this Miracle Pen

to Guard All Students  
from that Sudden Run Dry

A Wisconsin professor discovered that often it wasn't students' brains that failed in classes and exams. That led to the birth of the revolutionary success Vacuumatic perfected by Parker and GUARANTEED MECHANICALLY PERFECT.

It never runs out of ink unless you let it. For it holds 12,000 words of ink, and shows the ink level—shows when to refill.

The Point is solid Gold combined with precious Platinum—skilfully fashioned to write 2 ways.



Visible ink supply

Holds 102% more ink

AD. NO. 3581  
2 Col. x 5 inches

DEALER'S NAME AND ADDRESS

## Now—Parker's De Luxe CHALLENGER


### with 2-Way Writing Point

ONLY \$3.50

These famous Parker features never before available for less than \$5.00: Leverless Filler—Unbreakable Barrel—2-Way Writing Point. Pencils \$1.50. Come—see them today!

Dealer's Name and Address

AD. NO. 35122  
1 Col. x 2"



Holds 102% more ink  
Shows when to Refill  
Removes pen point without leaving

## NEW 1936 STYLES IN PARKER DESK SETS

at lowest prices ever known

The most beautiful most practical and original designs in Onyx, Red-Enamelled Metal, Chrome, Parker Pens and Pencils, Gold or Silver mounted or mounted in finished frames—see

literary new ideas. Others equipped with Desk Accessories, Blotter or Clock, Ruler, Frame, Photo, etc. All Onyx sets from \$2.50 to \$5. \$7.50, \$10, and up. Pens and Pencils priced 50% off. Come in and see them. Some Gift Boxes. No charge for hand

AD. NO. 35123  
1 Col. x 3"

LINE CUT  
N: 4 - 3"

LINE CUT  
133 - 3"



## THE PEN THAT NEVER RUNS DRY

because it holds 102% more ink and shows when to refill

### Parker VACUUMATIC

mechanically perfected

\$5 \$7.50 and \$10

Pens or Pencils \$2.50 to \$5.00

Come in and try this laminated Point and Jet Beauty with new SCRAATCH PROOF Point that writes 2 ways

Dealer's Name and Address

AD. NO. 35124  
1 COL. X 2"

## OR THE MAN WHO CAN AFFORD ONE?"

"A man is known by the pen he carries!"

PARKER VACUUMATIC users are the outstanding citizens of the community—courageous but true!

THE PARKER VACUUMATIC is sold by this substantial store.

Dealer's Name AND ADDRESS

AD. NO. 35126  
1 COL. X 5 1/2"



## "FOR THE MAN WHO CAN AFFORD ONE?"

Yes, people really do like Quality!


That's the reason why PARKER VACUUMATIC is America's favorite pen among the better class of buyers.

Its beauty. Its visibility. Holds 102% more ink. Its two-way point.

\$5 \$7.50 \$10

Sold by

DEALER'S NAME AND ADDRESS



## NOW—A PEN THAT WON'T RUN DRY IN CLASSES OR EXAMS

because it holds 102% more ink—shows when to refill

### Parker VACUUMATIC

mechanically perfected

\$5 \$7.50 and \$10

Each comes with laminated Point and Jet Beauty with SCRAATCH PROOF Point. Writes 2 ways.

Visible ink supply

Holds 102% more ink

Dealer's Name and Address

AD. NO. 35125  
1 COL. X 2"

## OR THE MAN WHO CAN AFFORD ONE?"


"A man is known by the pen he carries!"

PARKER VACUUMATIC users are the outstanding citizens of the community—courageous but true!

THE PARKER VACUUMATIC is sold by this substantial store.

Dealer's Name AND ADDRESS

AD. NO. 3635  
1 COL. X 3"



AD. NO. 3626 1 COL. X 3"

# INCREASE YOUR PROFITS

## Use Parker's Attractive Easels and Cases



Parkerette DeLuxe Pen Easel No. 97B  
With 12 Parkerette DeLuxe Pens assorted  
in 4 colors.

List	.....	\$21.00
Less 40%	.....	8.40
Net	.....	12.60

Size: 10 1/16 x 11 3/8"  
Lithographed in 3 colors.



Combination Easel Assortment No. 971  
8 Parkerette Pens and 4 Parkerette Sets  
Assorted colors attractively displayed  
on the No. 971 Easel.

List	.....	\$11.80
Less 40%	.....	7.12
Net	.....	\$4.68

Size 11" x 14"  
Lithographed in 3 colors.



Parkerette Pen Easel No. 97B  
With 12 Parkerette Pens assorted  
in 4 colors.

List	.....	\$15.00
Less 40%	.....	6.00
Net	.....	\$ 9.00

Size: 10 1/16 x 11 3/8"  
Lithographed in 3 colors.



Parkerette Pencil Easel No. 928  
With 12 Parkerette Pencils assorted  
in 4 colors.

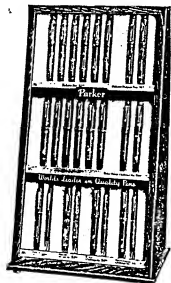
List	.....	\$3.00
Less 40%	.....	3.60
Net	.....	\$5.60

Size 11 x 9"  
Lithographed in 3 colors.



New Lead Cartridge—  
with two cransers -  
16c list

Five million Parker cartridge-type pencils now in use, and the average owner needs three refills a year. Only the Parker cartridge can supply this demand. Black leads or colors: red, blue, green, indelible.



Parker Display Case No. 1938  
Mahogany color.  
Size: 10 1/2" x 11 1/2"  
Lithographed steel and glass front.

Parker Case Deal No. 1938

6 Parkerette Pens	.....	\$ 1.25	\$ 7.50
2 Parkerette DeLuxe Pens	.....	1.75	3.50
4 Challenger Pens	.....	2.75	16.50
2 DeLuxe Challenger Pens	.....	3.50	7.00
1 Parkerette Set	.....	1.95	1.95
1 Parkerette DeLuxe Set	.....	2.95	2.95
1 Challenger Set	.....	3.95	3.95
Total Value of Deal 1938	.....	List	\$42.35
Less 40% Discount	.....		17.34
	.....	Net	25.01
Parker Case No. 1938	.....		5.00
1 DeLuxe Challenger Set @ \$5.00 to offset cost of case	.....		Free
		TOTAL NET	\$31.01



From  
Mr. Parker's  
Pen

Several years ago when the writer and Mrs. Parker were completing a tour around the world, they met in Yokohama two very interesting men. One of these men was Captain Linton Wells and the other was Captain Evans, who were then considered to be making a record-breaking trip around the world.

We traveled across the Pacific with the two Captains and when the boat arrived at Vancouver a plane was awaiting them and away they flew for New York.

Captain Wells wrote a very interesting book about his trip, which had considerable sale.

Every once in a while the writer has had the pleasure of hearing from the Captain. He is the what you might term "a soldier of fortune," and where do you think we heard from him just a short time ago?

Way over in Ethiopia! He is the correspondent for the New York Herald and Tribune and sends the war stories when he can get them through. His letter had the Ethiopian stamps on it which are quite interesting in themselves.

\*\*\*\*\*

Speaking of Ethiopia, a year or two ago we received an order from the Bank of Abyssinia sending us \$50.00 for a desk set and a couple of fountain pens. They said the order was for "Kas Tafari" who is now Emperor Haile Selassie.

Haile got his pens and desk set and we hope for his sake that he has put them to good use.

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The fountain pen business seems to pry loose a lot of very interesting incidents.

One time when the writer was in China, he saw a notice in one of the Shanghai papers which emanated from some bandit kidnapers who had just kidnapped two missionaries and had sent word to the authorities the usual demand for ransom, but this time the demand was something unusual.

One of the things they wanted was medicine—so many cases of this and so many cases of that—and what do you think the next item was? It was one dozen PARKER DUOFOLD pens! Understand, it wasn't just "fountain" pens but they specified PARKER DUOFOLD pens. It shows that even bandits read advertising.

Well, they got the pens and the captives regained their freedom.

What makes one business "go" and another fade out? Usually there is a pretty good reason why the business goes. One is plenty of capital, much ambition behind the management, good goods, orderly and tasteful arrangements and, last but not least—in fact, it should be printed in capital letters—COURTESY and TACT.

This was emphasized in a case that came under the writer's observation just a few days ago. He went into a store to get a necktie. He was waited upon by a very courteous young gentleman who was pleasant and courteous without being too familiar. He was very helpful in the selection of the color of the tie, and in the course of the conversation, he intimated that they had some good looking shirts which they were selling at a decidedly good price and wondered if I had just a moment to spare that he might show them.

He was so nice about it that I could not refuse, so, as a result, I not only saw the shirts but bought a couple of them although I really did not need them. I bought them because I felt it was a tribute to an honest, painstaking and courteous salesman.

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How often do you go back to some store for your purchases because there is Miss So and So or Mr. So and So who is always so courteous, so polite and so intelligent and always seems to anticipate your wants. You always feel that there is an invisible "something" that goes with the goods you purchase and that gives you a feeling of satisfaction.

You like to go back to the store; you like to trade with these people; you like to recommend the store to your friends. Such a store invariably creates an atmosphere that impresses the customer who comes into the establishment. It makes you feel that thoughts are real things and when you get into a store that is impregnated with pleasant thoughts and helpful thoughts, you are impressed. You buy and you go away pleased and satisfied.

Any store that establishes a reputation for this kind of service invariably will find that the quality of their help is superior to the average run and when one of the people of this store wants to change his or her position to go to another store or another city or state, his or her services are far more in demand than would be the services of the average person.

It's worth remembering too that from this class of employees comes the employers of tomorrow.

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Isn't it peculiar what will happen in a train of circumstances? Just the other day the writer had a letter from one of the men whom I call "my boys," which happens to be one of our representatives on the road. He spoke about having such an excellent position, good home and he thought he had about the best life in New York City, and some other things.

Then he said, "Do you know, Mr. Parker, if it had not been for you, I would never have met my wife and I would have missed a lifetime of happiness." He said, "I met my wife when she was working in our New York Store in the Singer Building. She looked so good to me that I took her away from The Parker Pen Company and we have been happy ever since. If there had been no Parker Pen Company, I would not have had this young lady for a wife or, for that matter, I would not have had my position."

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Many years ago the writer, who was quite a young man on his father's farm, came to the conclusion that he would



like to change his occupation; and he did. He learned telegraphy, then became a teacher in a school for telegraphy.

In this school there was a great deal of copying of telegrams for practice and the pens that were used in that school were—well, shall I say—simply terrible. Anyway, they so disgusted the writer that he felt he could make a better fountain pen than was being sold in the school for the use of the students.

That's the way the writer happened to get into the fountain pen business, where he has been ever since. A scratchy pen, either steel or fountain, was the means of changing the writer's occupation from a teacher of telegraphy to a manufacturer of fountain pens. And that was the inception of the Parker Pen Co.

All these many years in which the writer has been engaged in the manufacturing business have been, on the whole, pleasant. There have been many trials, many times when discouragement was rampant, but there seemed always to be blue sky ahead somewhere and a feeling that the clouds would lift, and they did.

The business so modestly established many years ago has grown until it has become one of the largest, if not the largest, of its kind in the world. It is made up of many individuals. The people of this company do not speak of it as "your company," but they speak of it as "our company." There is a community of interest. I honestly believe they all try to do the very best they know how to make that part of the fountain pen with which they are entrusted the best it can be made. A collection of these best things makes the PARKER VACUMATIC of today.

I just wish that YOU, as many other of our friends have done, could make it a point to stop over in Janesville for a day and see how it looks to see a thousand or more people busily engaged in the manufacture of the fountain pen which you probably have been selling for a considerable period. In the first place, you would find people who take just as much interest in their work as the writer does in his, and, as previously stated, you would find they would talk to you about "our company" and not "Mr. Parker's company."

I really think that it would be worth almost any dealer's time—those who are selling PARKER pens—to come to Janesville and take a look and see for himself the amount of care and attention that is given to the manufacture of pens, pencils and desk sets. I think they would go home feeling that here is a factory that places quality before profit.

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Incidentally, should you visit the plant, you ought to visit the Parker Club House. This Club House is beautiful in the interior—has a cafeteria, lounging rooms, smoking rooms, auditorium, has a hostess whose business it is to see that everybody gets a square deal and a good time. This Club is much and frequently used. It has fine furniture, beautiful pictures and, in a way, can be used as a model in good taste for boys and girls who are going to have homes of their own.

If you could see the dances, parties, dinners and the good fellowship that exists around this Club after working hours, you would feel that the money it has cost was well spent.

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Just the other day the writer received a letter from a lady in Minneapolis, who said that 40 years ago she was a girl in New England and was given a PARKER fountain pen for a Christmas present. She still has the pen and it has been used all these years and is in good condition today. She thought we would be interested in knowing this. We certainly were.

Not long since, a banker came into the writer's office and said, "Mr. Parker, I want to show you a fountain pen that I have used practically every day for 39 years." It was one of the funny old pens we made many years ago. The writer said, "How would you like to exchange this for one of the VACUMATICS and let us keep this for a souvenir?" "No," he said, "there is sort of a sentiment attached to this and I would much prefer to keep it in preference to one of the newest pens."

When this business was started, the writer's idea was to make, even then, the best pen he knew how to build, and that is the formula on which the business of The Parker Pen Company has been built up.

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Extremes left, Mr. George White, ex-Governor; tall gentleman, light overcoat, Mr. Paul Harris; man holding spade, President Carr, Janesville Rotary; tall man back of tree, Mayor Law, Madison; gentleman with the smile, light hat, Mac Moutz; next right, "Bud" Jackson, ex-Governor; fat man extreme right, the writer.

You may know the writer had a home just outside of the city of Janesville. There are fifty acres in this little property and built on this property is the writer's summer home, on the banks of the Rock River.

The land itself is not very much good for farming purposes; I might say it's no good at all, but it does grow trees, flowers, plants, shrubs, vines, et cetera.

Last fall Mr. Paul Harris, the founder of Rotary, and several others were guests of mine and each one of these people planted a tree at Stonehenge. At the base of each tree a little marker was placed stating the name of the tree and donor, who planted it, the date and where it came from.

I have thought of this a good many times and I have concluded to establish what I am going to term a "Friendship Forest." I submitted the idea to the Horticultural Department of the University of Wisconsin and they thought it was fine, so any of my friends who live in a climate similar to that of Wisconsin, who want to send me a little tree anywhere from two to five feet high, can do so and I will see that it is well planted and a little marker put at the base of it giving the name of the person who sent it, from whence it came, et cetera, so if you want to see your name in my "Friendship Forest," which will become sort of a "Hall of Fame," you know what you can do.

Unusual trees will especially be welcome, but they must be able to withstand the Wisconsin winters. One of my good friends has already sent me a Silver Fir tree from the Sierra Nevadas of California. Another one of my friends is going to send a Chestnut tree; still another is going to send a hardy little Pine tree from Massachusetts.

I anticipate, before spring closes, to have quite a little forest started in my "Friendship Forest," as already a number of trees have been planted.

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I saw a statement the other day of one of the big automobile companies—and it was the Chrysler—stating that the year just closed was one of the best years in the history of the business.

I saw the statement of another automobile company, which showed a loss of several hundred thousand dollars.

I wonder why?

I will venture that the number one company had a good article to start with. Then they accorded liberal treatment to their dealers and their salesmen are probably especially fine fellows.

The other company—well, somehow I imagine they were just the antithesis to the other company. Any company who thinks they can enact the part of a grouch, take-it-or-leave-it plan, who assumes an air of superiority among their customers, is pretty sure to be slated for the scrap heap sooner or later.

We all like to do business with a firm that treats us right, that can give a pleasant smile and say "thank you" where a "thank you" is due.

Every once in a while some outstanding retail account looms up before the writer's attention and in making inquiry in regard to how they do it, invariably it resolves itself into the fact that somebody connected with that company has a pleasing personality and has made it a business to sell fountain pens and, as a result, does the fountain pen business of that locality or city.

Any man or firm who is in business and says "I cannot sell fountain pens" is simply advertising to the world that he has no personality and very little tact or salesmanship ability. Isn't that true?

As a matter of fact, the sale of fountain pens is always in season. You never heard of a season for babies. A baby is just as apt to be born in January as in June or in September, so any person who has writing to do and need for a fountain pen is certainly in the market at any time.

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Yes, I think we are going to have a "hot" time in the political campaign this year. With Mr. Farley taking pot shots at the few remaining Republican office holders and, at the same time, dodging to keep away from the figurative shots that will go after him from the ex-Republican office holders and some others who have gotten tired of paying taxes which they consider too high and assessed too easily in Washington, it will probably be a cry of "turn the rascals out" so that you and I who sit on the sidelines can observe one of the most interesting contests that has probably been on exhibition for many, many years.

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Have you a boy who is a stamp collector? The writer gave instructions to save our foreign envelopes some time ago so that he could give them to some of the boys who are stamp collectors. The method nowadays is not simply to cut off the stamp, but to take the face of the envelope and

paste it in the book and in this way get an idea of the type of stationery, the postmark and all that sort of thing of the place from which the stamp emanates.

If you have a small boy or girl in your family who is interested in making a stamp collection and will agree to paste them in his or her scrap book, just drop a little note to the writer and he will be glad to help them out with a small collection as long as our supply lasts.

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The writer discovered a new use one of our customers had put to one of our traveling representatives.

When the representative called on this dealer, the dealer told him he had a customer who was thinking of buying several fountain pens but he had not been able to close up the sale. Our diplomatic representative suggested that perhaps if the dealer could get the customer in the store while he had his samples there, he might be able to help. That struck the dealer as a good idea, so he telephoned the customer that the Parker Pen man was in the store with a beautiful line of samples and if he could arrange it, perhaps he would like to see the line.

So, the customer came down and saw the beautiful line of pens the traveler carried, and as a result, before the customer left the store, an order was placed for seven \$10.00 VACUMATIC pens, much to the delight of the dealer and also our traveler.

Perhaps you can use one of our men to the same advantage.

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Last year we had several thousand copies of a little booklet entitled "Unfrequented Ocean Paths" printed. It was a recital of some of the things the writer saw on a trip down to the South Sea Islands.

If you are selling PARKER pens and did not receive a copy of this little booklet and would like to have one, if you will send the writer a letter stating that you did not receive the book when it was sent out and would like to have a copy, the writer will be pleased to send you an autographed copy of the book while they last.

We do not have many of them left over but there are a few.



PICTURE OF SOUTH SEA ISLAND DANCE. FROM "UNFREQUENTED OCEAN PATHS"

The South Sea Islands—the home of the authors of "Mutiny on the Bounty"—is one of the most delightful places in the whole world to visit—primitive, unspoiled natives that make a trip there one long to be remembered.